

## 5.3 CLIENT MILESTONE PRESENTATION



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Sedanur Kahya | Renee Fluor Apelo

1

# OVERVIEW

## instagram campaign

1. Overview
2. Client Creative Brief
3. Client Proposal
4. Research
5. Design Process
6. Mock-Ups
7. Future Plans



# 2

## CLIENT CREATIVE BRIEF

### client



**Amy Mohsin**  
Founder & Educator



**Tora Troop**  
Founder, Administrator,  
& Lead Aide

### client company

#### Rising Oak Nature Education

- An outdoor/forest school that bases children's exploration & learning outdoors for grades K-4
- Tagline: Awakening the magic of the natural world for children





# 2

## CLIENT CREATIVE BRIEF CONTINUED

### goal

Hire 1 new teacher for the 2022-2023 school year

### target audience

- A young teacher or a new graduate
- 1-5 years minimum experience
- Interested in teaching grades ranging from K-4
- Ideal Candidate will be passionate about the outdoors

### solution

Social Media Campaign Includes: 4-week plan with up to 12 graphics to promote an open teaching position with RONE

- 1 LinkedIn Post
- 3 IG Story Highlights
- 1 Facebook Post
- 5 IG Story Highlight Covers
- 2 IG Posts





# 3

## CLIENT PROPOSAL

### time estimates

<b>first draft</b> Total: 4 drafts (graphics)	<ul style="list-style-type: none"><li>• Research</li><li>• 4 drafts total to present to client.</li><li>• 1st Revision: Revised copy of designs to present to client.</li></ul>	Nov. 1 - 7 Nov. 11, 2021 Nov. 16, 2021
<b>second draft</b> Total: 4 drafts (graphics)	<ul style="list-style-type: none"><li>• 4 drafts total to present to client.</li><li>• 2nd Round of Revisions: Revised copy of designs to present to client.</li></ul>	Nov. 23, 2021 Nov. 29, 2021
<b>final deliverables</b> Total: 8 graphics for social media campaign	<ul style="list-style-type: none"><li>• 1 post LinkedIn</li><li>• 7 on IG &amp; sharable on FB (2 posts &amp; 5 stories)</li><li>• Format: .JPG &amp; .PNG</li></ul>	Dec. 7, 2021

# 4 RESEARCH

visited 2 locations where RONE meets for school

Location: Santa Teresa Park



Student Learning Outdoors



Students Playing



# 4

## RESEARCH CONTINUED

visited 2 locations where RONE meets for school

Location: Client's Private Property



Student Learning Outdoors, pt. 2



Student's Nature Journaling



Style Guide: Trying to understands Clients Style Path

Minimal-Earthy-Natural-Cozy

Grow Maple Loose Parts STEM Multicultural Inclusivity Dramatic ... Science

Minimal-Colorful-Playful

IQOTD Shout Outs Core Values Self-Care Season of ... Adventures Polls

Playful-Vintage-Cartoonish

Montessori Winter Ani... Phenology Paper Dolls Autumn St... Solar Syst... Moon Pha...

Minimal-Lines

2020 tribe Bern HQ '20 Mari Doll's Bern HQ '19 Tribe A/W ... Tribe S/S 19 30 Days W...



Playful-Colorful-Childish

Training OCT 2021 Us! Nature Craft The return! OCT 2020 Reviews

Minimal-Modern-Lines

Doğadan s... sanat Uzaktan E... çocuk Orman ok...

Minimal-Iconic

sticky bites sticky art childhood corduroy sprinkles II freckles wanderer

Minimal-Earthy-Playful

Отзывы Школа Игры и за... Детали

Realistic-Colorful-Childish

Forest Sch... Worldwide Training Upcoming Wisdom Creations The Goods Your Boxes



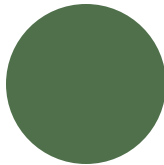


# logo brand guide

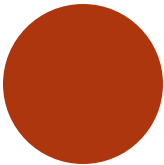
## color



RGB: 210, 210, 196



RGB: 80, 112, 75



RGB: 174, 54, 14

## typography

Averia Serif Libre, Bold, All Caps | THIS IS A HEADER

Questrial, Regular | This is a subheader



# website brand guide

## color



RGB: 84, 96, 94

## typography

Fredericka the Great, Regular, All Caps | THIS IS A HEADER

Arial, Regular | This is body text

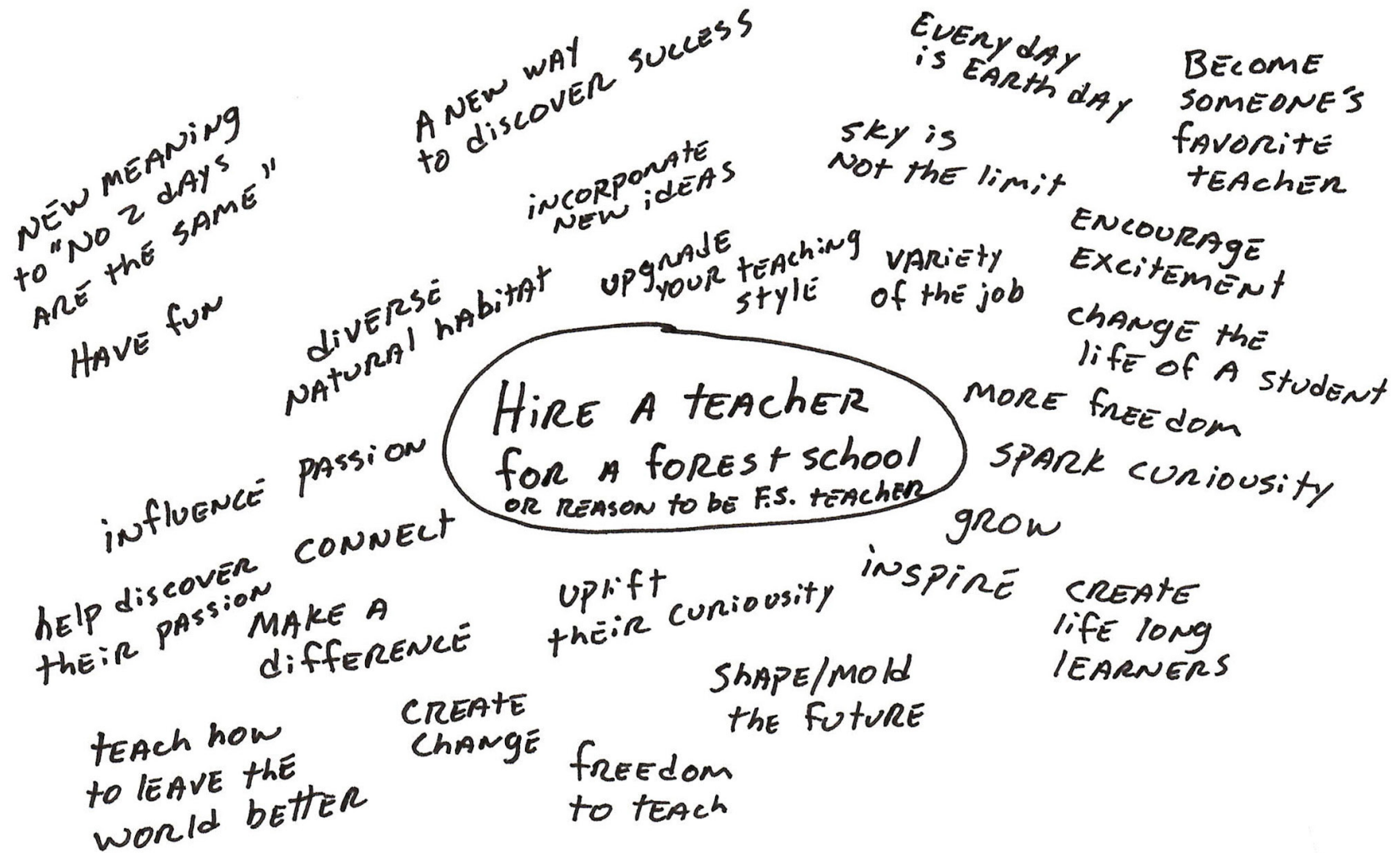
A large pink square containing a white number 5, serving as a section marker.

5

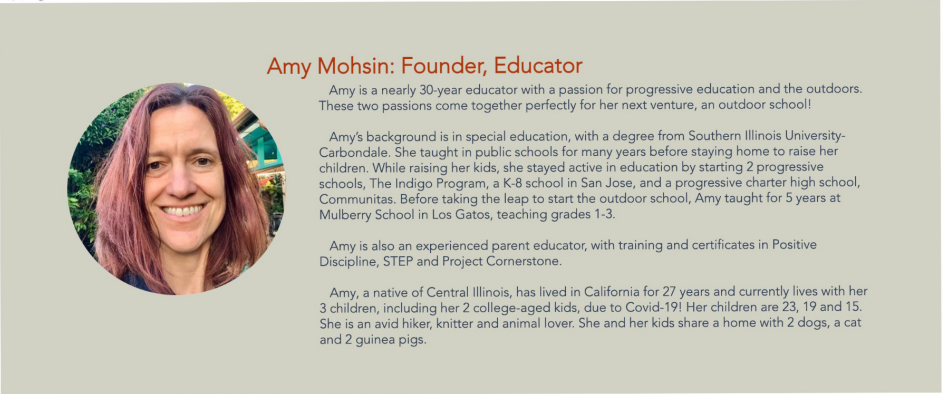
## **DESIGN PROCESS INSTAGRAM CAMPAIGN**

**sketches, 1st drafts, & client's final pick**



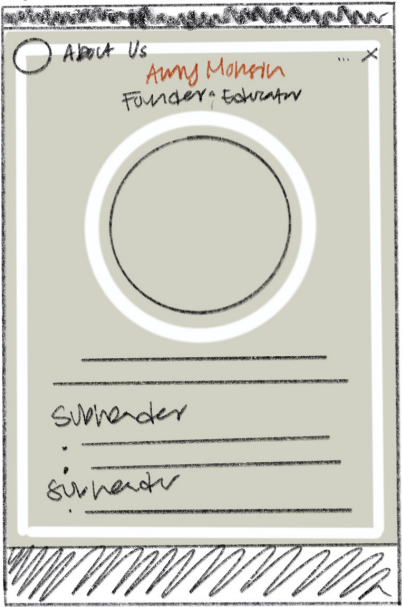


1. Screenshot Amy's Main Page - Website

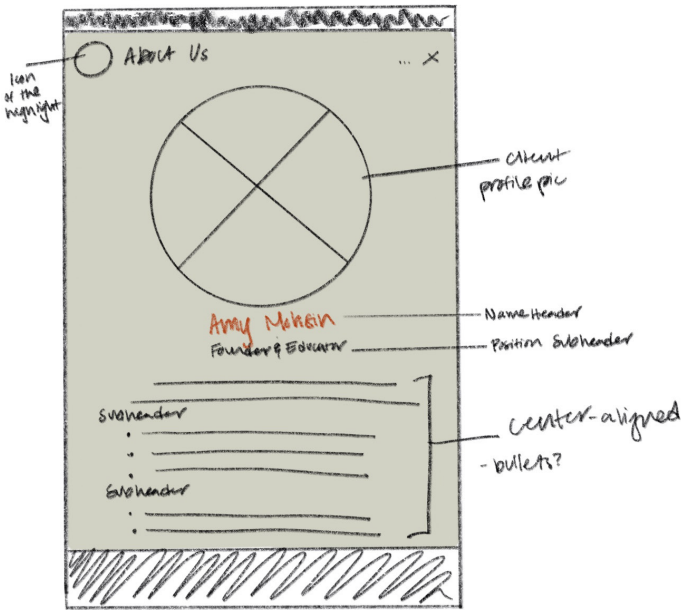


- Colors -
- background
  - header
  - body copy

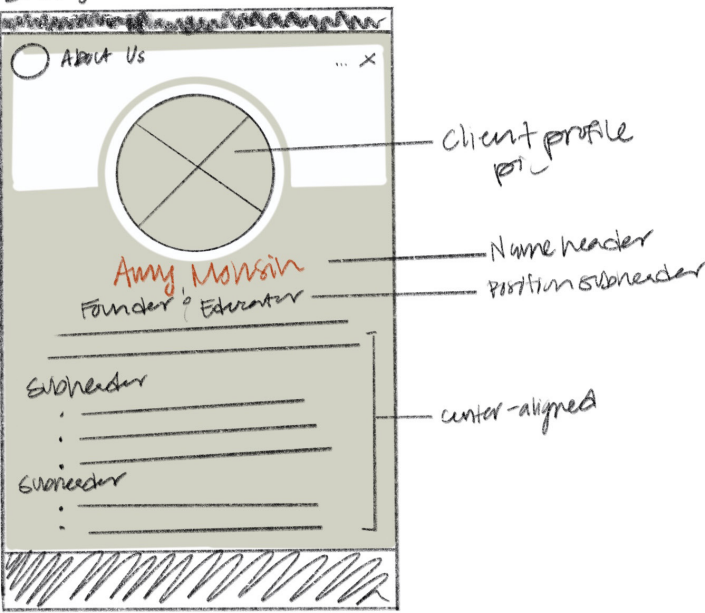
3 Story Sketch



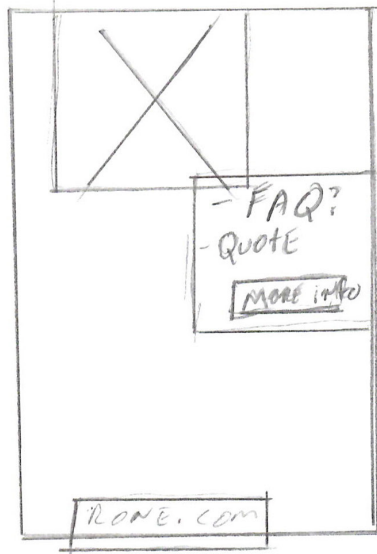
1. Story sketch



2. Story sketch



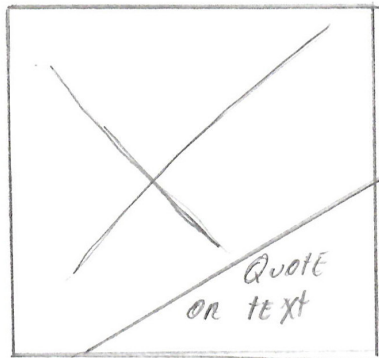
①



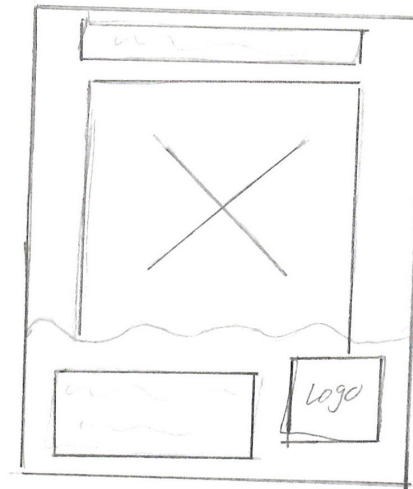
Instagram  
Stories

SKY'S THE limit  
DIVERSE NATURAL HABITATS  
CONNECTION

②



③



Instagram  
Stories

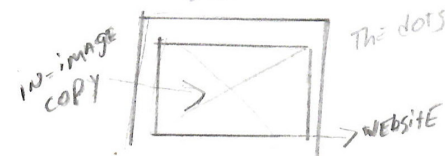
Connect with: Nature  
Students

BE A TEACHER  
AT RONE (NOW ACCEPTING  
APPLICANTS for 2022-23  
SCHOOL YEAR.)  
NOW RECRUITING

LOOKING TO MAKE A DIFFERENCE?

HANDS ON LEARNING  
EXPLORING

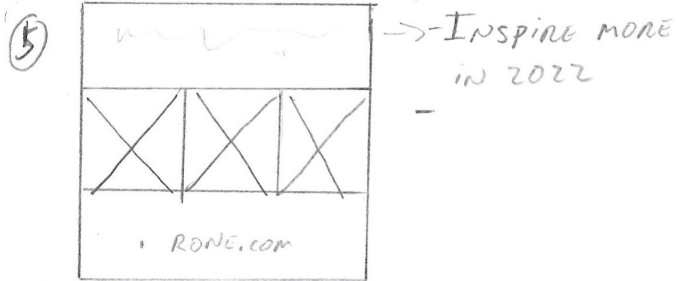
REASON #5 TO BE A TEACHER  
AT RONE...



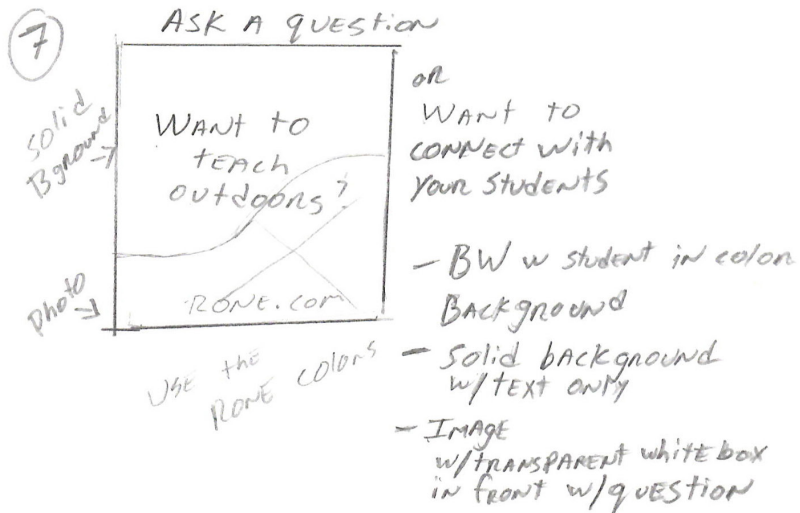
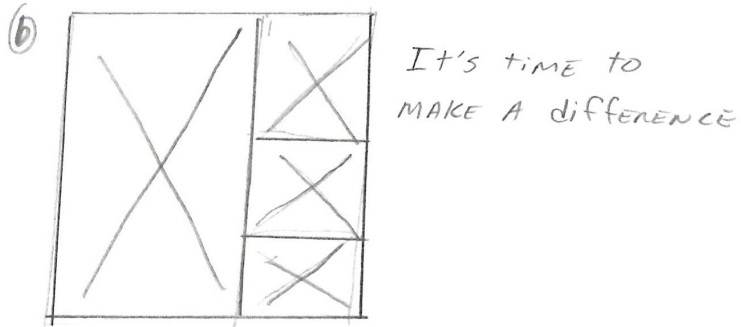
Solid  
BACKGROUND?



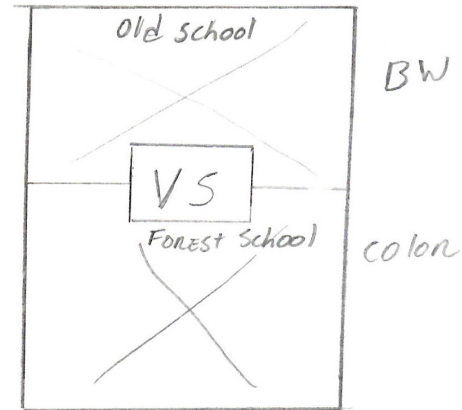
## INSTAGRAM STORIES



MOSAIC EFFECT



⑧



INSTAGRAM STORIES

Rising OAK colors

GREEN - 255929  
 BROWN - 5F3122  
 Orange - AE360E  
 Beige - D2D2C3

OTHER GREENS

0C3A0F  
 307336  
 115516

OTHER BEIGES

E9E9DC  
 DCDCD0  
 E5E5DC

OTHER BROWNS

472D25  
 3E170B  
 5A2F20  
 4B271B

# 1ST DRAFTS ABOUT US - IG STORY HIGHLIGHT MEET US V1



**Hi, I'm Amy Mohsin**

Founder and Educator

A nearly 30-year educator with a passion for progressive education and the outdoors. These two passions came together perfectly for my next venture, an outdoor school!



[www.risingoaknatureed.com/about](http://www.risingoaknatureed.com/about)



**Hi, I'm Tora Troop**

Founder, Administrator, & Lead Aide

My respect for education started when I was young and became one of my guiding passions. I have a passion for transformative education and the impact it has on students' lives. As a lifelong animal lover who was fortunate enough to spend much of my childhood outside, I know the incredible value of learning in and with the natural world.



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# 1ST DRAFTS ABOUT US - IG STORY HIGHLIGHT MEET US V2

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# 1ST DRAFTS ABOUT US - IG STORY HIGHLIGHT MEET US V3



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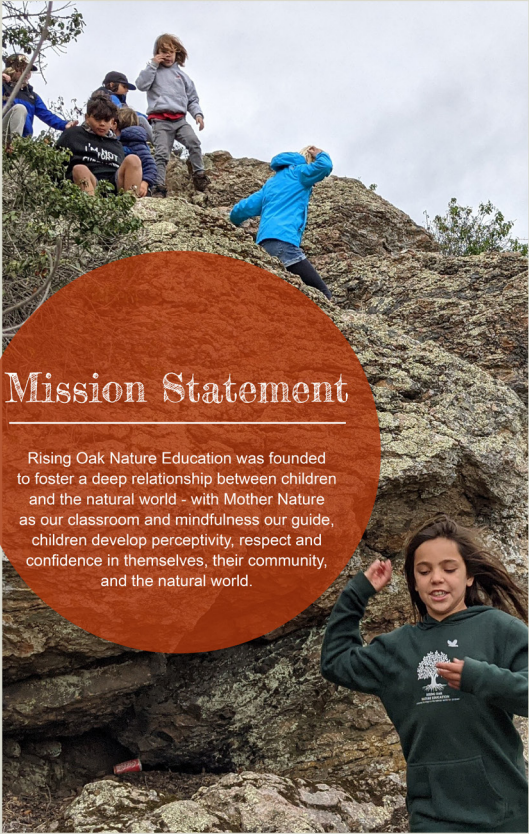
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# 1ST DRAFTS ABOUT US - IG STORY HIGHLIGHT MISSION STATEMENT



A group of children are climbing a large, mossy rock formation. One child in a blue jacket is climbing up, while others are perched on top. In the foreground, a girl in a green hoodie is looking up at the rock.

**Mission Statement**

Rising Oak Nature Education was founded to foster a deep relationship between children and the natural world - with Mother Nature as our classroom and mindfulness our guide, children develop perceptivity, respect and confidence in themselves, their community, and the natural world.




Two children are sitting on a wooden bench outdoors. The child on the left is wearing a pink and white cap and a pink shirt, and the child on the right is wearing a green shirt. They are both looking down at something in their hands, possibly a book or a tablet.

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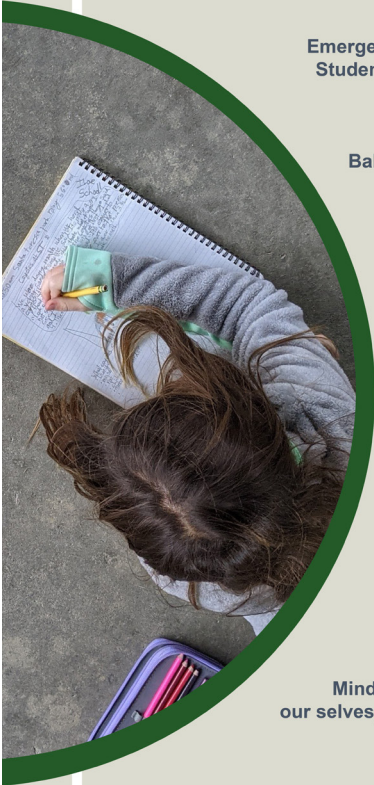
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# 1ST DRAFTS ABOUT US - IG STORY HIGHLIGHT CORE VALUES

## Guided in Our Mission by Our Core Values

- Emergent Curriculum: Student Driven Approach
- Balance of Spirit, Self, & Mind
- Inclusivity of all people, species, & environments
- Courage & Inner Strength
- Developmentally Appropriate Approach
- Creativity in all forms
- Mindfulness: Of our roots, our selves, & the beings around us
- Wisdom learned, shared, & cultivated

## Guided in Our Mission by Our Core Values

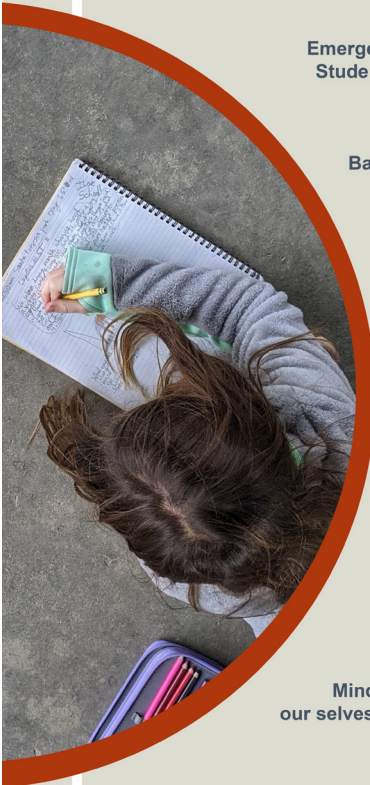


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# 1ST DRAFTS OUR PROGRAM - IG STORY HIGHLIGHT WHAT WE DO

## What We Do



Nature is our classroom, curriculum, and playground every day.

It's relevant, passionate, and student-driven.



[www.risingoaknatureed.com/program](http://www.risingoaknatureed.com/program)

## What We Do

Nature is our classroom, curriculum, and playground every day.



Old School

VS.




Forest School



[www.risingoaknatureed.com/program](http://www.risingoaknatureed.com/program)

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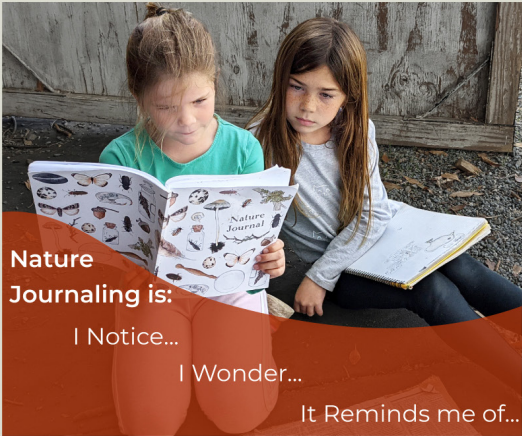
[www.risingoaknatureed.com/program](http://www.risingoaknatureed.com/program)



# 1ST DRAFTS OUR PROGRAM - IG STORY HIGHLIGHT HOW WE DO IT

## How We Do It

Students are engaged in nature journaling which drives more in-depth lessons and projects.



[www.risingoaknatureed.com/program](http://www.risingoaknatureed.com/program)

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Students are engaged in nature journaling which drives more in-depth lessons and projects.



VS.

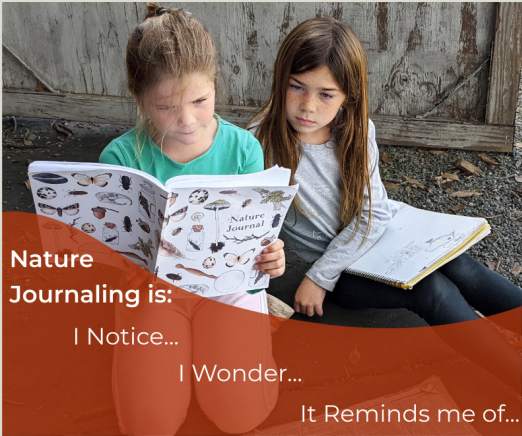


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# 1ST DRAFTS OUR PROGRAM - IG STORY HIGHLIGHT OUR SCHEDULES

## Our Schedules



2-day program  
enrichment for students  
4-day program  
curriculum in all learning domains



[www.risingoaknatureed.com/program](http://www.risingoaknatureed.com/program)

## Our Schedules

2-day program: enrichment for students  
4-day program: curriculum in all learning domains



Old School

VS.



Forest School

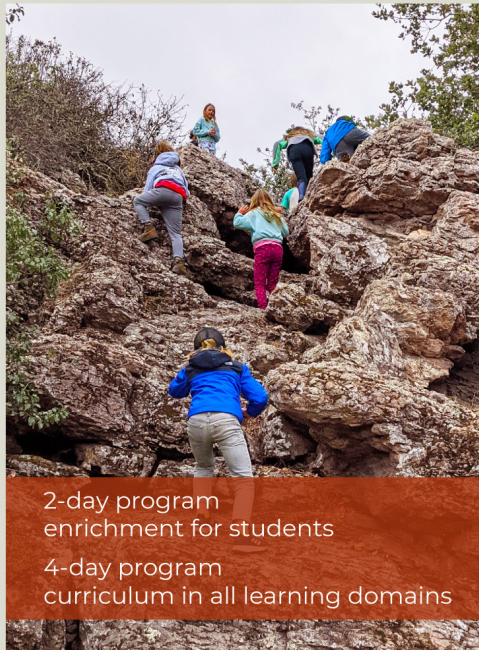


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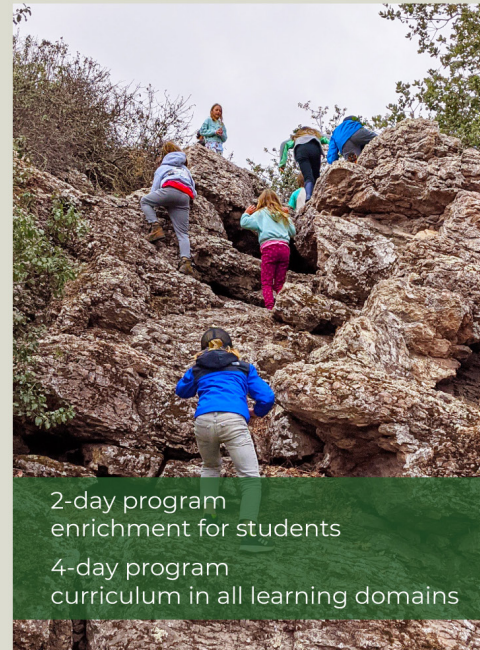


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[www.risingoaknatureed.com/program](http://www.risingoaknatureed.com/program)

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2-day program  
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[www.risingoaknatureed.com/program](http://www.risingoaknatureed.com/program)

REVISED OUR PROGRAM - IG STORY HIGHLIGHT OLD SCHOOL VS. FOREST SCHOOL V1



VS.



[www.risingoaknatureed.com/](http://www.risingoaknatureed.com/)



VS.



[www.risingoaknatureed.com/](http://www.risingoaknatureed.com/)

REVISED OUR PROGRAM - IG STORY HIGHLIGHT OLD SCHOOL VS. FOREST SCHOOL V2



Old School

VS.



Forest School



[www.risingoaknatureed.com/](http://www.risingoaknatureed.com/)



VS.



[www.risingoaknatureed.com/](http://www.risingoaknatureed.com/)



REVISED OUR PROGRAM - IG STORY HIGHLIGHT OLD SCHOOL VS. FOREST SCHOOL V3



Old School

VS.



Forest School



[www.risingoaknatureed.com/](http://www.risingoaknatureed.com/)



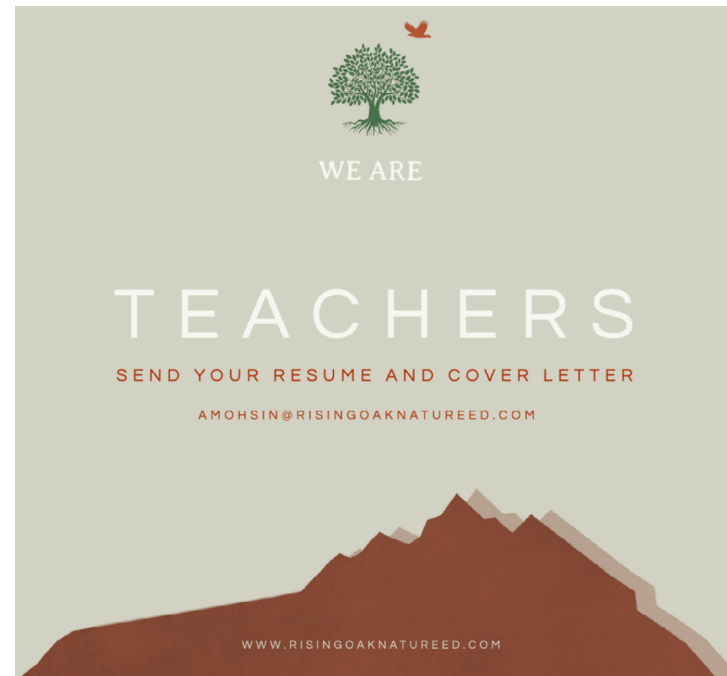
VS.



[www.risingoaknatureed.com/](http://www.risingoaknatureed.com/)

# 1ST DRAFTS WE'RE HIRING - IG POST V1

- Animated Image - Hiring will flash on and off



# 1ST DRAFTS WE'RE HIRING - IG POST V2



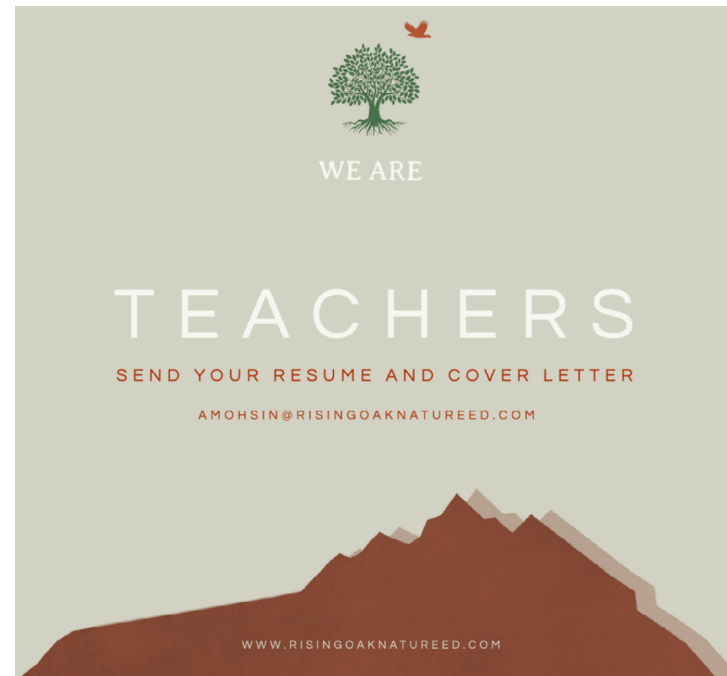


# 1ST DRAFTS WE'RE HIRING - IG POST V3



# REVISED WE'RE HIRING - IG POST V1

- Animated Image - Hiring will flash on and off



# REVISED WE'RE HIRING - IG POST V1 CONT.



A job posting graphic with a light beige background and a decorative border of leaves and a small tree. The text is centered and includes a tree icon and a red bird icon.

**PART TIME / FULL TIME**  
educator for an entirely outdoor cohort

**ROLE**

Seeking an experienced, collaborative, passionate, and flexible educator for an entirely outdoor cohort.

Responsible for managing the application of an age-appropriate, nature-based curriculum for 5-10-year-olds.

Model a healthy relationship with and curiosity for the natural world.

Understand children's cognitive, social, emotional, and physical development to ensure a safe and stimulating learning environment.

**LOCATION**  
San Jose, CA



A job posting graphic with a light beige background and a decorative border of leaves and a small tree. The text is centered and includes a tree icon and a red bird icon.

**Qualifications**

Degree/certificate in Education

2 years minimum experience

Certified or willing to obtain CPR and basic first aid

Passionate about nature-based, progressive education

Comfortable working outdoors year-round

Comfortable working with children with different developmental needs.

Flexible, collaborative mindset

Warm and caring personality

Ability to teach a 4-day program

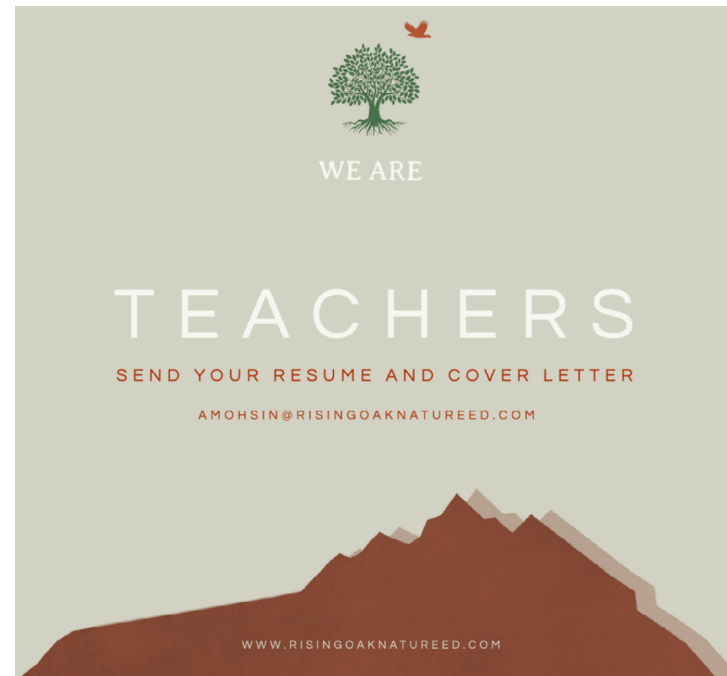


# REVISED WE'RE HIRING - IG POST V1 CONT.



# REVISED WE'RE HIRING - IG POST V2

- Animated Image - Hiring will flash on and off



# REVISED WE'RE HIRING - IG POST V2



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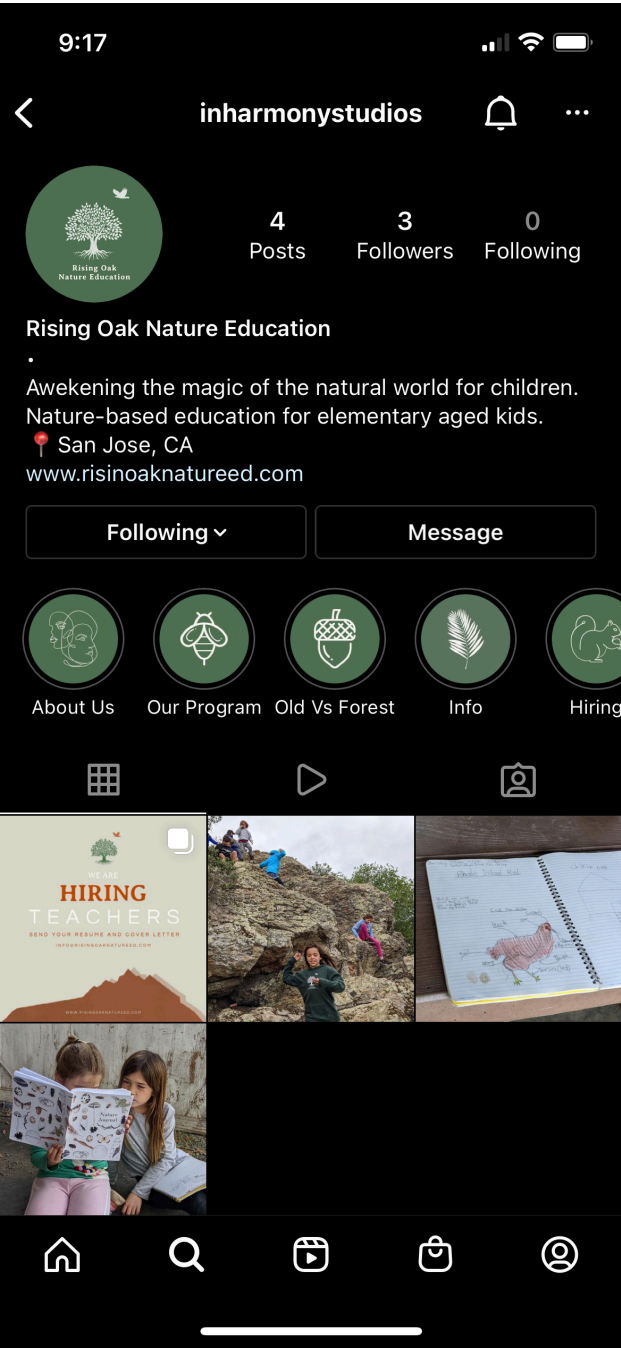
# REVISED WE'RE HIRING - IG POST V2



A solid pink square that serves as a background for the number 6.

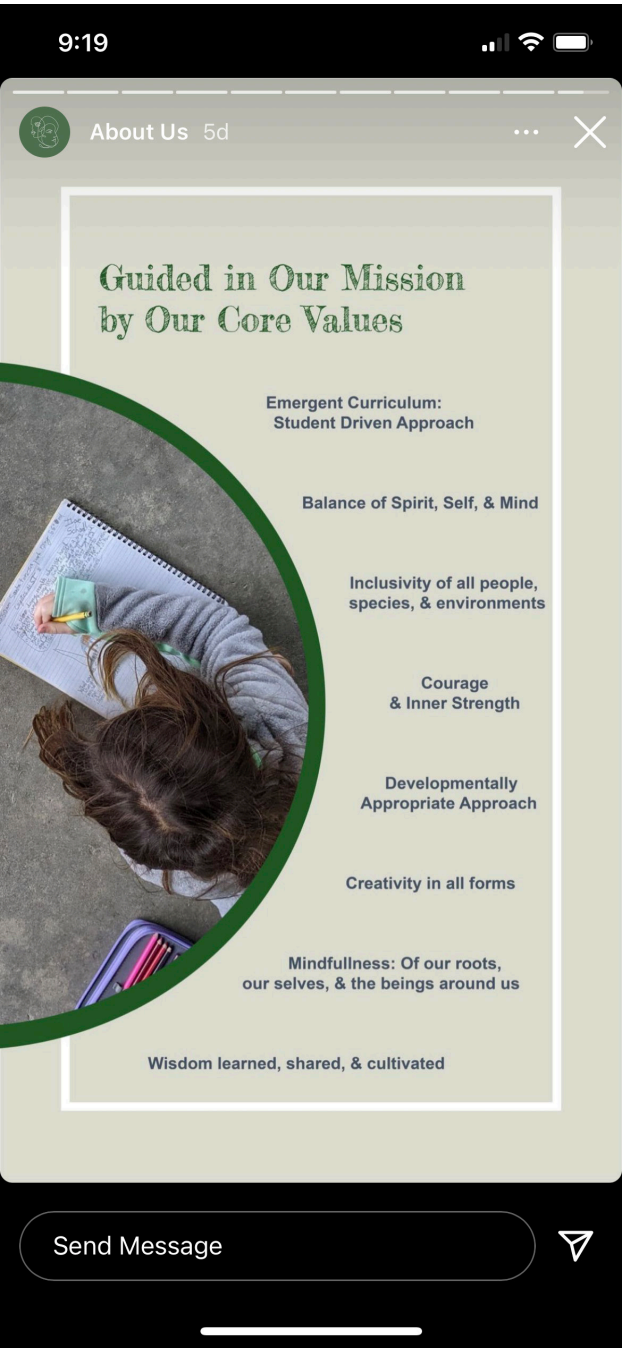
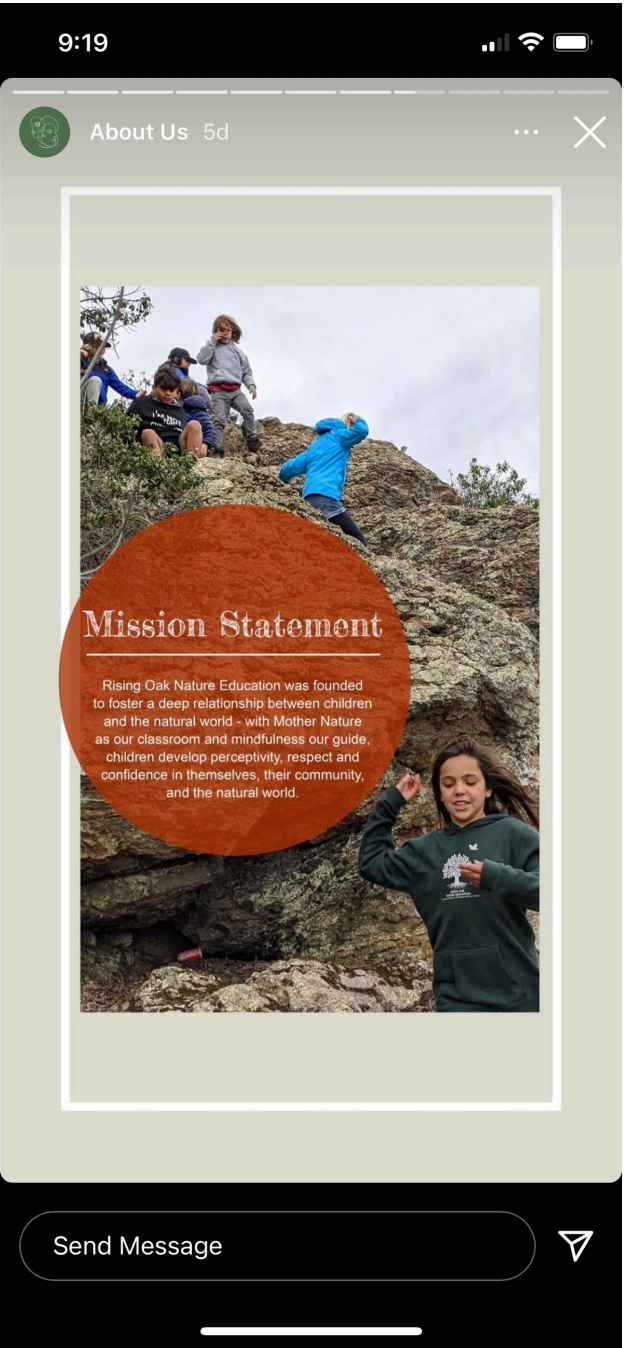
6

# **INSTAGRAM CAMPAIGN MOCK-UPS**

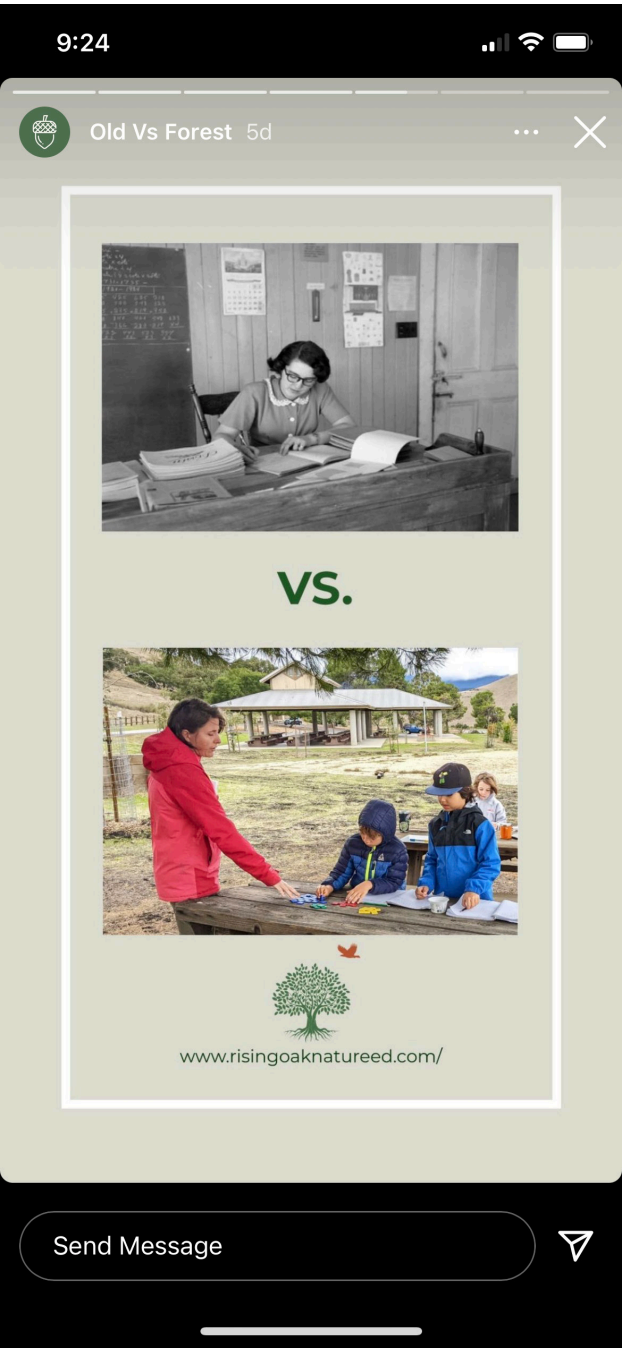
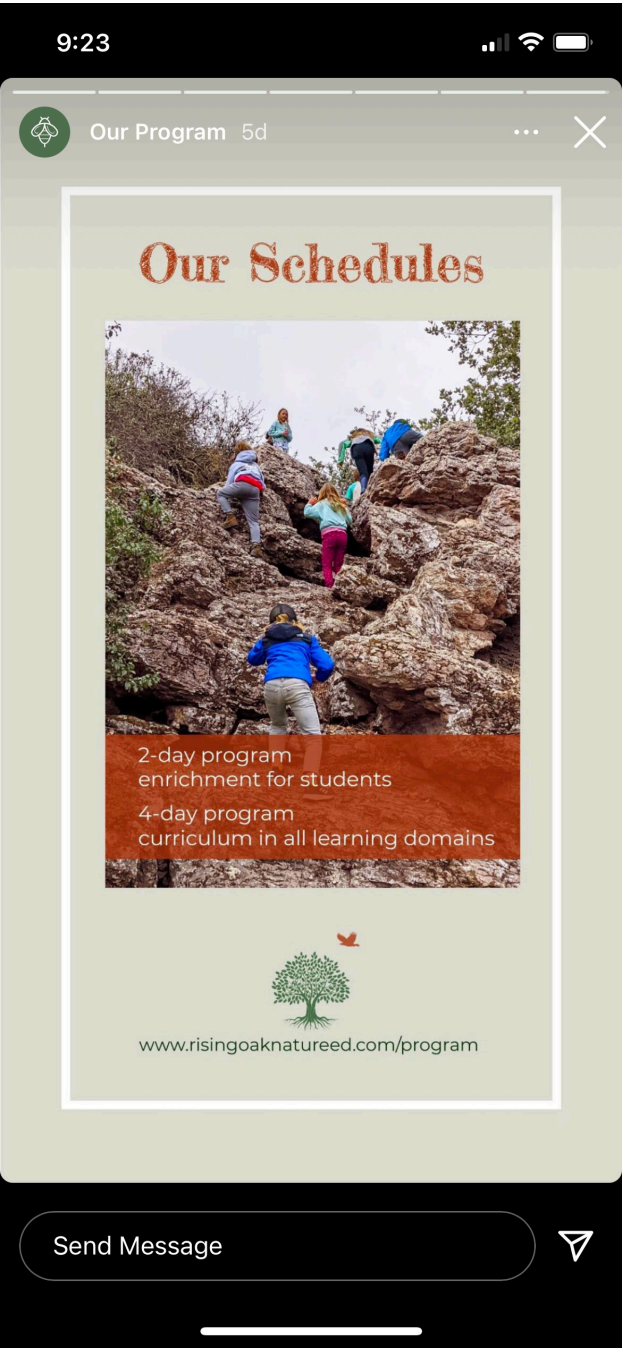




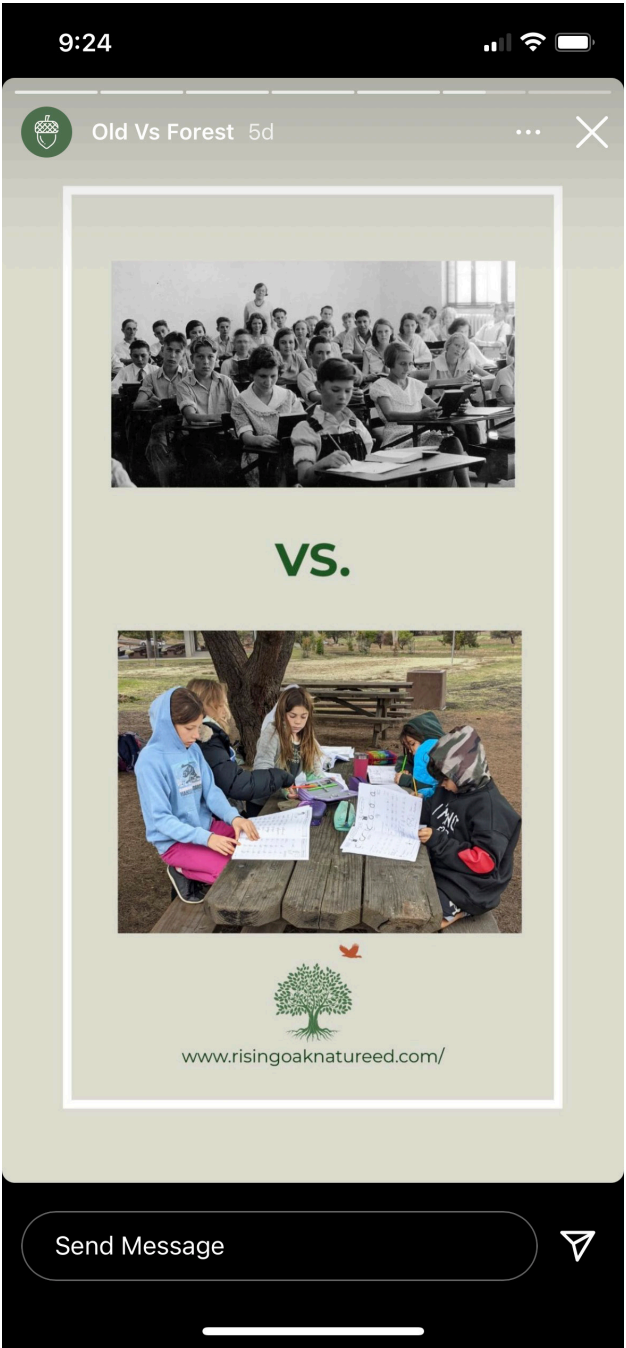






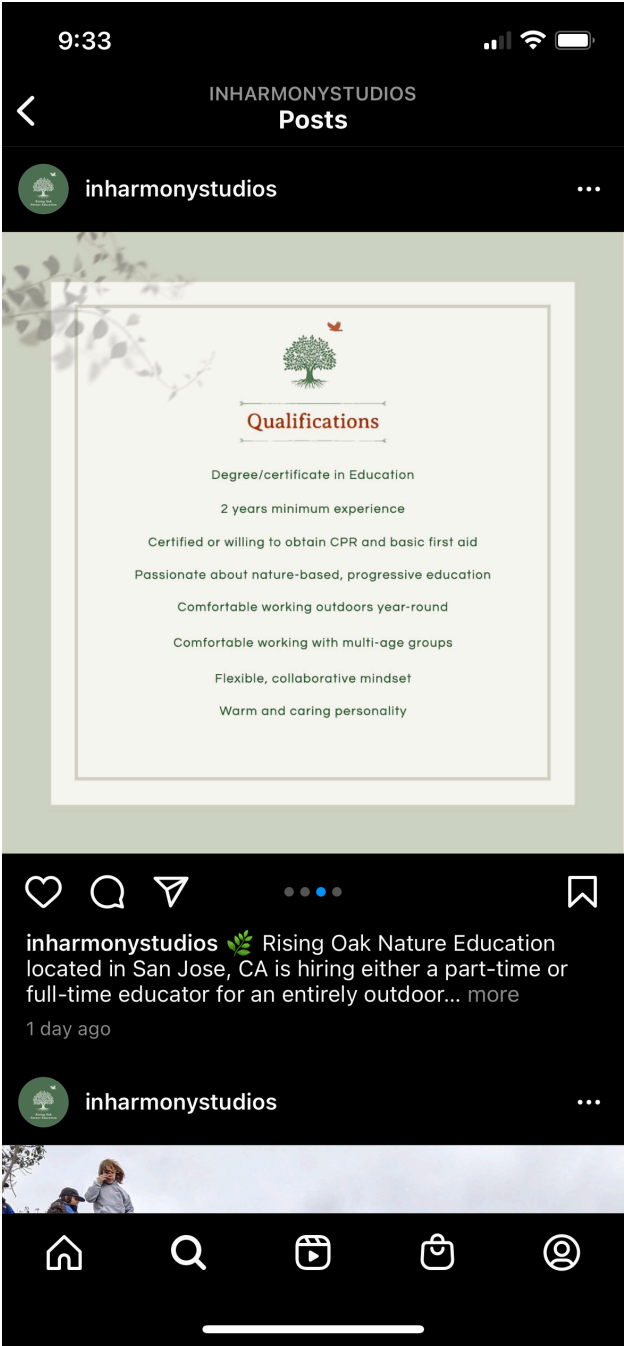
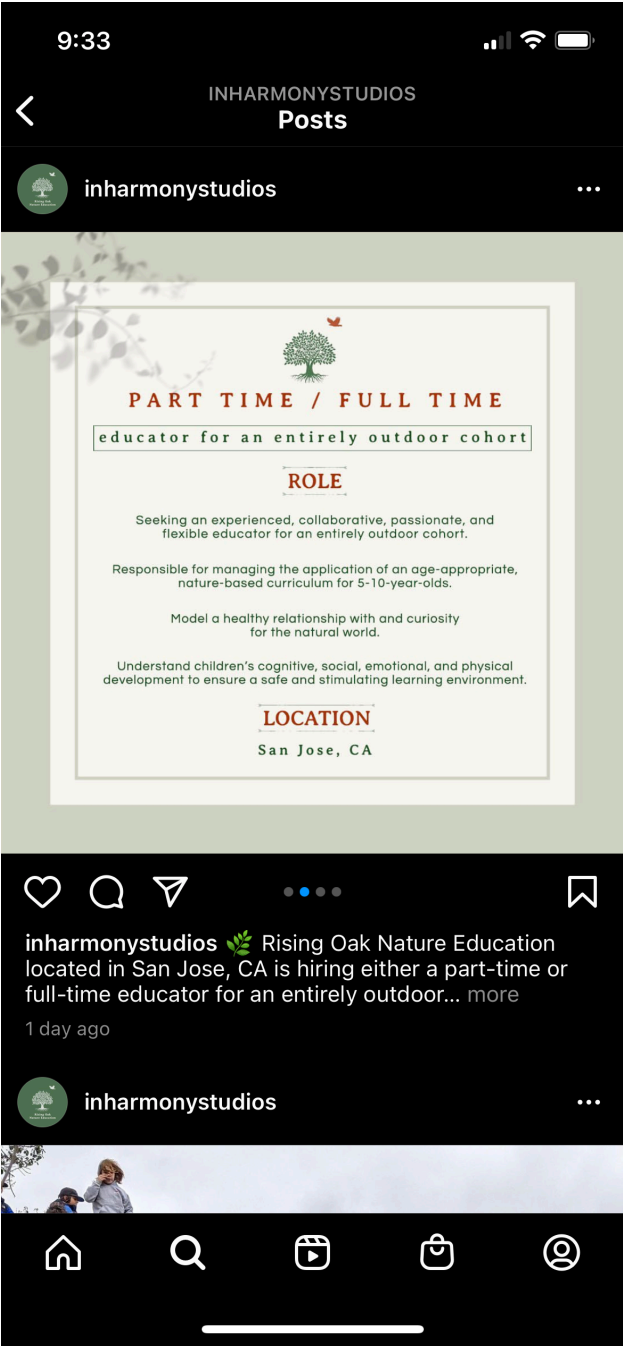


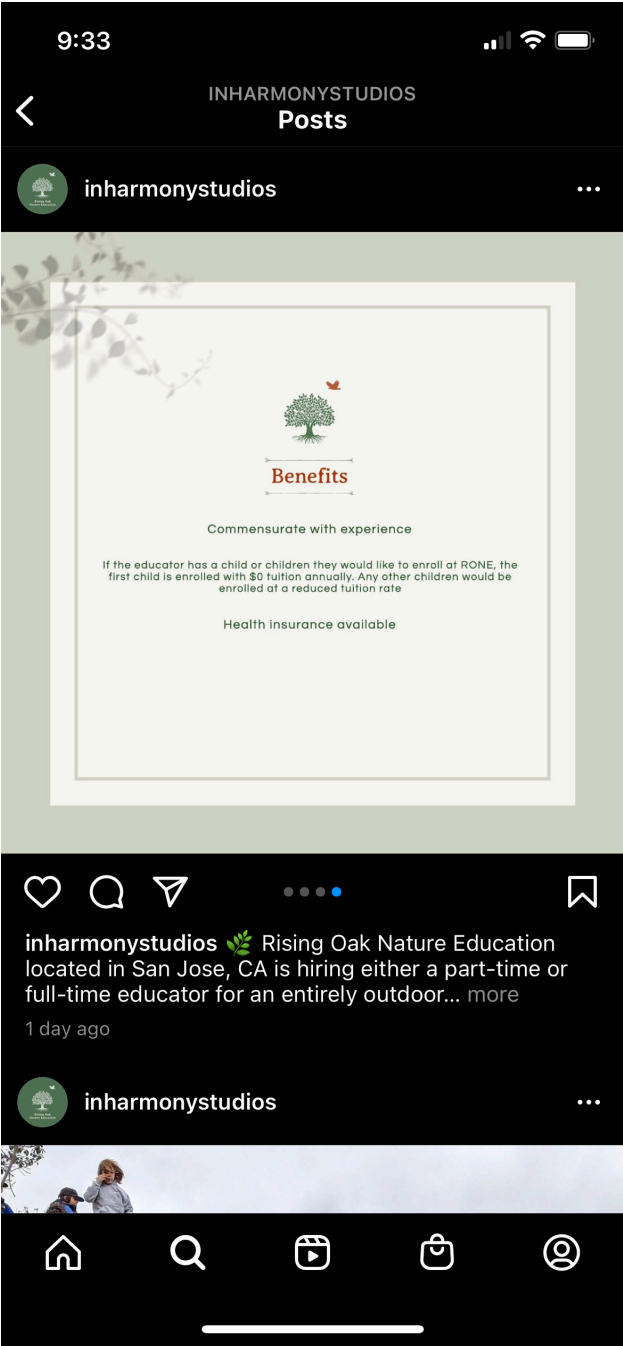












# 7

## FUTURE PLANS

### client meetings

1. Wednesday, 11/ 24 at 4 pm Reviewing 2nd Round of 1st Drafts for Instagram, Facebook, & LinkedIn
2. Monday, 11/29 or Tuesday, 11/30 Present our revised 2nd round of 1st Drafts for Instagram, Facebook, & LinkedIn

### marketing products for client

- Marketing budget capped at \$1,000
- Our ideas: blanket for students, sweats, windbreaker, beanie, waterbottles, or mugs
- RONE did do a sweatshirt the previous year and families loved it
- Client proposed insulated mugs

